

Summary of Breakout Sessions from April 29 & 30, 2003
Paul D. Coverdell Drug-Free Workplace Program Conference

These summaries cover similarities among the majority of the participants. It is not a complete list of everything discussed during the sessions nor of every activity conducted by the participants.

Session 1 – Original Thoughts/First Assumptions & Intentions

What were your original thoughts/assumptions?

- Easy sell
- Every small business contacted would participate – in fact, they would knock down our doors to participate
- Small businesses would recognize the benefits
- No problem getting attendance at workshops
- Establishing partnerships would be easy – elected officials & chambers would be eager to partner
- Everyone would be equally committed
- Subsidized services will help sell program

What were your original intentions?

- Direct mail
- Provide streamlined services
- Serve DOT companies as well as non-DOT
- Provide free services

What were your modified assumptions?

- Not easy
- Employers don't know what a DFWP is
- Employers don't understand the benefits of a DFWP

What were your modified methodologies?

- Work harder & smarter
- Learn the small business audience
- Make more than one contact from business – must build trust – must nurse relationship over time
- Identify the need for the program & create the demand
- Market the program to targeted industries
- Allow the business to implement the program incrementally
- Take the education to the client
- Use business terms, rather than drug lingo
- Increase partnerships
- Provide food at training sessions
- Piggyback on another training

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Session 2 – PR Tactics: How to Sell the Program to Small Businesses

What components of your outreach plan have been most effective in reaching employers?

- Targeted direct mail
- Press releases
- Trade shows
- SBDC training events
- Workshops
- Speaking engagements
- Direct referrals
- Media blitz

With what organizations have you had your most effective partnerships?

- SBA
- SBDCs
- Chambers of Commerce
- Civic groups
- Trade associations
- Workers' compensation commissions
- Drug testing providers
- EAPs & treatment programs

How do small employers find out about your services?

- Referrals from satisfied clients
- Referrals from insurance agents
- Referrals from partners
- DOT compliance officers
- Speaking engagements

Are there any new PR components you will be adding?

- More testimonials from satisfied clients
- Lunch workshops
- Encouraging large contractors to require DFWP from their small subcontractors
- Involving community leaders
- Changing the title of the workshops – instead of Drug-Free Workplace, use a business-related term such as Management Training, etc.
- Target specific groups with influence on small businesses – accountants, lawyers, and insurance agents

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Session 3 – Best Practices for Service Delivery

What are the criteria to qualify as a best practice?

- Works successfully
- Replicable
- Measurable
- Based on sound policy (federal, state, & local laws & regulations)
- Flexible & innovative
- Client friendly
- Comprehensive
- Politically acceptable
- Improves the health of the workforce
- Improves a business' bottom line

What are your best practices?

Policy Development

- Fold policy development into a workshop – have an attorney present who can answer questions for free
- Hold company's hand through the process – use a questionnaire
- Keep it simple to avoid legal attacks
- Use template policy & then make company specific

Employee Education & Supervisory Training

- Be there when the business launches the program (tells its employees)
- Make training short & sweet – least amount of impact on the business' work schedule
- Conduct on-line training
- Supervisory training must be conducted every year – ensure training is different from year to year

Drug Testing

- Educate clients on quality of Gold Standard test
- Market competition
- Educate businesses on the need for SAMHSA laboratories

Employee Assistance Program

- EAP joins in education
- Letter to employees & family regarding services
- Participate in supervisory training

Parent Education

- Partner with the Drug Enforcement Administration
- Use DEA newsletter at www.dea.gov
- Integrate into employee/supervisory training

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Session 4 – Pricing: Free Services vs. Fee-for-Service

What are the “Pros” to free services?

- Affordable to small businesses
- Gets foot in the door
- Easier sell to the small business community
- Allows for program expansion into underserved markets

What are the “Cons” to free services?

- Employer may not have staying power when services are no longer free – no commitment to the program
- Employer may not perceive the value of the services

What are the “Pros” to fee-for-services?

- Perception there is value to the services
- Enhanced commitment to the program by the business
- Sustainability of the program by the employers

What are the “Cons” to fee-for-services?

- Cost prohibitive for small businesses
- Some competitors do not charge
- Harder sell to small businesses